

# Woori Finance Holdings Co. Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

https://marketpublishers.com/r/WACBB56164ABEN.html

Date: May 2025 Pages: 50 Price: US\$ 499.00 (Single User License) ID: WACBB56164ABEN

# **Abstracts**

Woori Finance Holdings Co. Ltd. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Woori Finance Holdings Co. Ltd. and its competitors. This provides our Clients with a clear understanding of Woori Finance Holdings Co. Ltd. position in the Industry.

The report contains detailed information about Woori Finance Holdings Co. Ltd. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Woori Finance Holdings Co. Ltd.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Woori Finance Holdings Co. Ltd. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and



company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Woori Finance Holdings Co. Ltd. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Woori Finance Holdings Co. Ltd. business.

#### About Woori Finance Holdings Co. Ltd.

Woori Finance Holdings Co., Ltd., through its subsidiaries, engages in a range of businesses, including commercial banking, credit cards, capital markets activities, international banking, asset management, and bancassurance. The company provides a range of products and services to its customers, which mainly include individuals and small- and medium-sized enterprises.

#### **Corporate Banking**

The company provides commercial banking services to large corporate customers, including government-owned enterprises; and small- and medium-sized enterprises in Korea. Its corporate banking operations consist mainly of lending to and taking deposits from its corporate customers. The company also provides ancillary services. It provides its corporate banking services through Woori Bank.

Corporate loans the company provides consist principally of the following: working capital loans, which are loans used for general working capital purposes, typically with a maturity of one year or less, including notes discounted and trade finance; and facilities loans, which are loans to finance the purchase of materials, equipment and facilities, typically with a maturity of approximately three years.



On the deposit-taking side, the company offers its corporate customers various types of corporate deposit products. It also offers installment deposits, certificates of deposit, and repurchase instruments. It offers varying interest rates on its deposit products depending upon the rate of return on its income-earning assets, average funding costs and interest rates offered by other nationwide commercial banks.

#### Small- and Medium-Sized Enterprise Banking

The company services its small- and medium-sized enterprise customers primarily through Woori Bank's network of branches and small and medium-sized enterprise relationship professionals, as well as through the branches and headquarters of Kyongnam Bank and Kwangju Bank. As of December 31, 2008, Woori Bank had stationed one or more relationship professionals at 677 branches, of which 352 were located in the Seoul metropolitan area. The relationship professionals focuses on servicing the banking needs of small and medium-sized enterprise customers and concentrate their marketing efforts on developing new customers in this segment. As of December 31, 2008, Woori Bank had a total of 762 small- and medium-sized enterprise relationship professionals stationed at its branches.

Lending Activities: The company provides both working capital loans and facilities loans to its small- and medium-sized enterprise customers. As of December 31, 2008, the company had approximately 220,509 small and medium-sized enterprise borrowers.

#### Large Corporate Banking

The company services its large corporate customers primarily through Woori Bank's network of corporate marketing centers and relationship managers. Woori Bank operates 13 corporate marketing centers, 12 of which are located in the Seoul metropolitan area. As of December 31, 2008, Woori Bank had a total of 94 relationship managers who focus on marketing to and managing the accounts of large corporate customers.

Lending Activities: The company provides both working capital loans and facilities loans to its large corporate customers.

#### **Consumer Banking**

The company provides retail banking services to consumers in Korea. Its consumer



banking operations consist mainly of lending to and taking deposits from its retail customers. It also provides ancillary services on a fee basis, such as wire transfers. It provides its consumer banking services primarily through Woori Bank, although it services a significant portion of its regional retail banking customers through Kyongnam Bank and Kwangju Bank.

Woori Bank classifies its consumer banking customers based on their individual net worth and contribution to its consumer banking operations, into four groups: high net worth; mass affluent; middle class; and mass market.

Lending Activities: The company offers various consumer loan products to households and individuals. Its consumer loans consist of: general purpose household loans, which are loans made to customers for any purpose (other than mortga

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.



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<sup>1 –</sup> Data availability depends on company's security policy.

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# **ANALYSIS FEATURES**

#### **SWOT Analysis**

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

#### **Enhanced SWOT Analysis**

Enhanced SWOT is a 3×3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

#### **PESTEL Analysis**

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

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Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

## IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors



integrated into one suggestive model.

#### **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

#### **VRIO** Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources Financial

Physical

Technological

Organizational

Intangible resources Human

Innovation and Creativity



Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?



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